

## **Emirates Airline Jumps To Second Place Among Most Intimate Brands in UAE**

Emirates Airline rose to second place overall among all brands in the UAE compared to sixth place last year, according to the Brand Intimacy 2019 Report from MBLM.

Emirates made it to the Top 10 for the first time in 2018. To date, it is still the only brand originating in the region to make the Top 10 in the UAE-based study.

The Brand Intimacy 2019 Report contains comprehensive rankings of brands based on emotion, analyzing responses from 6,200 consumers in 56,000 brand evaluations across 15 industries in the U.S., Mexico and the UAE.

“The Emirates brand is performing extremely well as it continues to exceed expectations, delivering superior service and quality among its key demographics,” said William Shintani, Managing Partner at MBLM.

Based in Dubai, Emirates is one of the world’s largest airlines with a fleet of 269 all wide-bodied aircraft that connect people and opportunities across 84 countries.

Apple was the number one most intimate brand for another year, with 32% of users reporting they cannot live without it.

The automotive industry reported the highest scores overall as the most intimate industry in the UAE, with five of the Top 10 brands being Ford, Mercedes, Audi, Lexus and BMW.

YouTube made it to the Top 10 for the first time, improving its rank from 20 in 2018 to 10 in 2019—a growth trend that MBLM predicts will continue in the future.

Meanwhile, Nescafé jumped 26 places to land on the Top 10 list—from 33 in 2018 to seventh place in 2019.

<https://forbesmiddleeast.com/emirates-airline-jumps-to-second-place-among-most-intimate-brands-in-uae>